

Technical Project Plan

Movie Search Website Migration

Important issues to consider during the migration:

- **Loss of current traffic:** Due to incorrect redirections, missing pages or page errors, the current traffic of the website might drop. This is an important issue to be considered and carefully monitored.
- **Page errors:** There should be a custom page error in case something goes wrong during the migration process.
- **Page removal:** This issue might happen while restructuring and redesigning the website. There should be a redirection for every removed page. Google Analytics or other web analytics tools should be used to keep track of all webpages.
- **Adding new pages:** If new web pages will be added, each and every one of them should be carefully carried out under quality checks like page content, page load time, web page layout and content alignment.
- **URL structure:** If the new website has different URL, 301 redirection should exist from every old webpage to the new ones.(302 redirects should not be used for website migration since they are temporary redirects and keep all of the rankings and links for the old pages)
- **Page speed:** Before migrating, identify the pages load time and try to find solutions to optimize page speed (resizing images for example)
- **HTML structure:** Although HTML structure comes under page speed optimizations, there are a few important things to consider: JavaScript and CSS should have their own separate files and folders. Wireframes are not used on the overall website and navigation menu links are structured as the proper hierarchy level.

- **Responsive design:** Considering the user demographics - 60% are smartphone or tablet users, the new website is crucial to have a responsive design.

Steps to successfully finish the project

Backup everything: It is essential to have a backup of the old website since even a small bug during the migration process can cause serious issues.

Before starting the process, tracking tools should be set to track the migration process before, during and afterward.

A crucial step is building a 301 redirect map where every URL from the old page should have a corresponding URL on the new site.

Start the migration on a subdomain to make sure everyone in the team is on the same page and everything works according to the plan.

Testing during the migration process is another important step. Everything should be tested to find any bugs that might appear.

If the migration was successful on a small part of the website, the process can proceed with small migrations, component by component, to ensure a safe and controlled migration of the whole website.

Informations needed from the product owner or other stakeholders:

- In how many releases should the migration be divided.
- What is the maximum amount of downtime during the process.
- Who will provide the design mockups.
- Will there be new URL-s for the new website or the old ones will be reused?
- Will there be new webpages? How many? What about permanent removal of old pages that won't be replaced in the new website?

- When will we receive a backend api for development? Backend api documentation (OpenApi for example) with examples, listed endpoints and description.
- Is there a QA team for testing the new website? Who is responsible for testing the product? Will it be manual testing or automated.
- If using Scrum, how long will a sprint last? What will we use for tickets and logging and what is the workflow for a ticket?